Memorandum

DATE: August 25, 1997

TO: M. A. Young

FROM: G. P. Mitchell

RE: ***Winston "No Bull" Status***

Week Ending 8/22/97

Mark,

Listed below is a brief status report on "No Bull" for the week ending 8/22/97.

Work With Schedule

Monday , 8/18	Division Office (8 Hours)
Tuesday , 8/19	W/W T/R Ron Lesniewski (8 Hours)
Wednesday , 8/20	Vacation Day (8 Hours)
Thursday , 8/21	W/W T/R John McNish (8 Hours)
Friday , 8/22	W/W RM John Klein (8 Hours)-T/A Retail

"No Bull " Notes

* As reported earlier in the week, PM may be conducting a major PDI Blitz.(8/25-9/5,10 days) The information was obtained from a PM rep which RM Klein bumped into on 8/20. According to the PM rep No Bull advertising will be targeted during the blitz.

* Marlboro smokers love the new Winston product!! I have not encountered any negative comments from these smokers once they've tried Winston.

* Although, PDI and POS is running low, our presence continues to increase. The street looks awesome!!

Thanks,

Greg

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Source: https://www.industrydocuments.ucsf.edu/docs/gjyn0000